

## **Vacancy notice 2020/108– HQ (AD)**

### **EEAS Vacancy Notice Administrator**

#### **Head of Sector Digital Communications – SG.AFFGEN.6**

**(EU Staff Members: AD5-12/ Candidates from national diplomatic services: AD07)**

**Job n. 339274**

#### **We are:**

The European External Action Service (EEAS) supports the High Representative in the exercise of his mandate to conduct and implement an effective and coherent EU Common Foreign and Security Policy (CFSP), of representing the EU and of chairing the Foreign Affairs Council. It also supports the High Representative in his capacity as Vice-President of the Commission with regard to his responsibilities within the Commission in the external relations field including the coordination of other aspects of the EU's external action. The EEAS works in close cooperation with the General Secretariat of the Council, the services of the Commission and the Secretariat General of the European Parliament.

The EEAS Communications Policy and Public Diplomacy Division leads the European Union's communication and outreach on Foreign Affairs and Security Policy, as well as its external action more broadly. It aims at building awareness and support for the EU, its goals and activities among EU and external audiences and promoting the role of the EU as reliable global actor. It provides around-the-clock professional support to the HR/VP in all his public diplomacy activities. This includes integrated communication campaigns and media relations, web-based communication and social media, speeches, articles, graphic design and audio-visual materials.

The division provides tailor-made communications guidance and support to the EU's network of 144 Delegations and offices around the world, as well as to the EU's Common Security and Defence Policy missions and operations, and is responsible for allocating and ensuring proper control of communications budgets both at headquarters and in the field. It is also responsible for internal communications to EEAS staff.

#### **We propose:**

The position of **Head of Sector "Digital Communications"** in SG.AFFGEN.6 Division: Administrator - AD5-AD12.

Candidates from national diplomatic services: AD07.

#### **We look for:**

An experienced, dynamic and flexible digital communications professional with sound knowledge and experience in the field of web management and web writing. Main responsibilities are as follows:

- Optimal management of the EEAS website and online presence;
- Strategy, development, editorial planning, quality control and distribution of web/digital content;
- Supervision and coordination of technical developments and enhancements;
- Promote content via digital marketing campaigns across multiple channels;
- Web support to the network of 144 EU Delegations and military and civilian missions around the world in liaison with the external contractor;
- Guidance and training to EU staff in Delegations and missions (P&I colleagues);
- Effective use of digital analytics and user research methods to assess website performance statistics and optimise digital presence, content and outreach.

## Legal basis:

The vacancy is to be filled in in accordance with the following articles of the Staff regulations<sup>1</sup> (SR): Article 29(1)(a) SR and Article 98 SR; Article 29(1)(b) SR ; Article 29(1)(c) SR

## ELIGIBILITY CRITERIA<sup>2</sup>

Further to the conditions set out in Article 28 SR and 12 CEOS, candidates must:

1. be a permanent official of the Union, or a temporary agent to whom Article 2(e) CEOS applies, or staff from a national diplomatic service of an EU Member State, or a laureate of an EPSO competition who is on a valid reserve list established in accordance with Article 30 SR.
2. have the capacity to work in languages of the CFSP necessary for the performance of their duties. Knowledge of other EU languages would be an asset;
3. have at least 2 years' proven, pertinent experience in external relations

Also, in order to satisfy the requirements set out in Article 12 of the CEOS, candidates from national diplomatic services must:

4. possess a level of education
  - a. which corresponds to completed university studies attested by a diploma when the normal period of university education is four years or more, OR
  - b. which corresponds to completed university studies attested by a diploma and relevant professional experience of at least one year when the normal period of university education is at least three years<sup>3</sup>.
5. have gained at least 6 years' full time professional experience. This experience must have been gained after obtaining the four-years diploma or after obtaining the three-years diploma and the one year relevant professional experience
6. candidates from national diplomatic services and current temporary agents according to Article 2(e) CEOS must be able to return to active service in their Member State after the end of their period of service to EEAS. Furthermore, they must be in a position to serve during the full duration of their assignment within the maximum duration of engagement in the EEAS, as foreseen in Article 50b(2) SR and the Council Decision of 26 July 2010 (2010/427/EU).

### Clarifications:

- The present position is classified, according to section A of Annex I SR, as a post of Administrator. Candidates who are EU officials in the function group AD must therefore occupy at the moment of the application (or have occupied as the last post before their change in administrative status<sup>4</sup>) a post of "Administrator" grades AD5-AD12 or be an EU official in the function group AST who is on the list drawn up according to Article 45a (c) SR ("certification procedure").
- Officials assigned according to Article 30 of the annex XIII SR to the type of post "Senior Administrator in transition" (AD14) or "Administrator in transition" (AD13) can apply for posts which correspond to the type of post of Administrator. If selected, she/he will be transferred in the interest of the service. This transfer in the interest of the service will not modify the Type of Post of the person. Transfers in the interest of the service under Article 7 SR are only possible within the same Institution; therefore EU officials AD13 and AD14 from other Institutions are not eligible.

<sup>1</sup> Staff Regulations of Officials (SR) and the Conditions of Employment of Other Servants of the European Union (CEOS). For reference, see: <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1570023902133&uri=CELEX:01962R0031-20190101>

<sup>2</sup> All the eligibility criteria must be met on the closing date for applications to this post.

<sup>3</sup> The minimum of one year of professional experience required under (b) counts as an integral part of the above qualification and cannot be included in the professional experience required under point 6.

<sup>4</sup> In accordance with Article 35 SR

- Candidates who at the moment of the application are EU officials, independently of their administrative status, cannot request to be recruited as temporary staff to whom Article 2(e) of the CEOS applies, i.e. staff seconded from national diplomatic services of the Member States
- Applications from officials currently serving in a Delegation are, in principle, not eligible and may only be considered in the interest of the service or in case of an application for a higher type of post ("career progression"). This is due to the need to ensure sound financial management of the limited financial resources, given the fact that the assignment of a staff member to a Delegation has important budgetary and business continuity implications.
- "Career progression" refers to applications for a higher type of post according to Annex I SR. In this case it refers to EU officials in the function group AST who are on the list drawn up according to Article 45a(c) SR ("certification procedure") and apply for their first AD post.
- In order to be considered as a candidate from national diplomatic service in the sense of Article 98 SR, such candidates shall provide at the moment of their application a certificate from their national diplomatic service which will clearly state that they are staff from national diplomatic service, as well as a guarantee of "immediate reinstatement at the end of their period of service to the EEAS" in accordance with Article 50b(2) CEOS.
- Competition EPSO laureates may express their interest for this job, provided that they meet the eligibility requirements set out at points 3 and 4 above. Their candidatures will be considered only in the event that no suitable candidate can be found among candidates covered by article 29 (1) (a) and article 98 SR or article 29 (1) (b) SR. Should a competition laureate be selected for this job, she/he will be subject to the same obligations of mobility as other EEAS staff members.

## **SELECTION CRITERIA:**

Candidates should:

- have an excellent ability to maintain diplomatic relations and to ensure representation, communication in a complex, multicultural environment;
- have an excellent capacity to create constructive working relations with national authorities, international organisations and EU Member States;
- have strong drafting, communication and analytical skills combined with sound judgement;
- have excellent knowledge of external relations, internal policies and functioning of the Union;
- have excellent knowledge and proven experience in the key areas including online communication and web maintenance (HTML language, SEO, curation of taxonomies), CMS Drupal or equivalent, graphic web design (image resizing, format adaptation, creation of graphic elements such as banners and icons), project coordination and editorial coordination of large scale web projects.
- have a clear understanding of integrated digital communication (digital campaigns, web/social media content production, advertising, online marketing, web/social media management and audiovisual content development)
- fluent knowledge of English (drafting and speaking), good command of French.

Furthermore:

- experience of working in an Embassy, a Delegation (or equivalent in an international organisation);
- experience of working in a team in multi-disciplinary and multi-cultural environment;
- experience of negotiations;
- experience with Europa Analytics (Piwik) is an asset; other analytics knowledge is a plus

- good understanding of SEO principles and of design/implementation of user journeys;
- knowledge of the EU institutions, EU external action and EU Delegations ;
- Knowledge of languages other than EN and FR;
- professional experience in public relations, advertising and events management;
- professional experience in establishing budget estimates, allocating and following up the budget for communication services and tools and
- experience in managing a team.

Would be considered as assets.

## **TYPE AND DURATION OF CONTRACT FOR CANDIDATES FROM NATIONAL DIPLOMATIC SERVICES**

In accordance with Article 50b CEOS, if the successful candidate is from a national diplomatic service, she or he will be offered a contract as temporary agent under Article 2(e)CEOS at the level AD 7 <sup>5</sup> for a maximum period of four years which can be renewed for a maximum period of four years.

In accordance with Article 6(11) of Council Decision 427/2010, each Member State shall provide its officials who have become temporary agents in the EEAS under Article 2(e) of the CEOS with a guarantee of immediate re-instatement at the end of the period of service to the EEAS.

All newly engaged temporary staff members are required to complete successfully a probationary period of 9 months.

## **PLACE OF EMPLOYMENT**

**Brussels, Belgium**

## **SPECIFIC CONDITIONS OF EMPLOYMENT**

The successful candidate will be required to undergo security vetting if she or he does not already hold security clearance to an appropriate level (EU Secret), in accordance with the relevant security provisions.

The successful candidate must undergo a medical examination to ensure that she or he is physically fit to perform her/his duties.

The successful candidate will be required to act independently in the interest of the Union and to make a declaration of any interests which might be considered prejudicial to her or his independence, as set out in the Staff Regulation and CEOS.

## **EQUAL OPPORTUNITIES**

The External Action Service applies an equal opportunities policy.

## **APPLICATION AND SELECTION PROCEDURE<sup>6</sup>**

High degree of mobility is a fundamental part of EEAS human resources policies, and is required by the EEAS Council Decision. Candidates should be aware that, accordingly, it is not generally in the interests of the service for EEAS Staff Members to apply for jobs which are essentially the same or similar to their current post.

<sup>5</sup> The basic salaries offered by the EU institutions are set out in Article 66 of the Staff Regulations. The current level, can be accessed via the link: [https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52018XC1214\(01\)&from=EN](https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52018XC1214(01)&from=EN)

<sup>6</sup> Your personal data will be processed in accordance with Regulation (EC) 2018/1725. The privacy statement is available on EEAS webpage: [http://eeas.europa.eu/data\\_protection/rights/index\\_en.htm](http://eeas.europa.eu/data_protection/rights/index_en.htm)

The procedure will take place in three different and successive steps:

1. Application

Candidates may apply to the post of **"2020/108– HQ (AD) – Head of Sector Digital Communications – SG.AFFGEN.6"**.

**Before submitting their application, candidates should carefully check whether they meet all the eligibility criteria in order to avoid automatic exclusion from the selection procedure.**

Candidates must apply through the on-line system:

<https://webgate.ec.europa.eu/eapplication/index.cfm>

To log on to the system, an ECAS (European Commission Authentication Service) password is required; candidates without a password can register to get one through the afore-mentioned link from **2 April 2020**. EU staff members with a professional ECAS account should use that account for their application. A helpdesk facility is available via the "Contact Support" function within the on-line system.

During the on-line application procedure candidates will have to upload their **CV** and **motivation letter** (in English or French). Candidates are invited to use the "Europass" CV format (<https://europass.cedefop.europa.eu/documents/curriculum-vitae>) for their applications.

Candidates from the Member States will, in addition, have to upload a copy of their **passport/ID** and a **statement by their Ministry for Foreign Affairs** (issued within the past 6 months) confirming their membership of a diplomatic service, the Ministry's support for the candidate's application for this post, as well as mentioning the guarantee of reinstatement of applicants after a possible contract with the EEAS. If candidates are unable to provide this document from their Ministry, their application will be deemed ineligible.

All candidates will have the opportunity to follow the progress of their application through the on-line system.

Applications may be made at any point during the period from **02/04/2020 to 22/04/2020 at 12.00 midday (Brussels time)**. Please note that the only way to submit an application is using the on-line system.

As the system may experience peak activity around the deadline, candidates are strongly advised to submit their application as early as possible. **Late applications will not be accepted.**

For correspondence concerning the selection procedure, please use the following email address:

[EEAS-HQ-APPLICATIONS-AD@eeas.europa.eu](mailto:EEAS-HQ-APPLICATIONS-AD@eeas.europa.eu)

2. Pre-selection

The selection panel will make a pre-selection on the basis of the qualifications and the professional experience described in the CV and motivation letter, and will produce a shortlist of a limited number of eligible candidates who best meet the selection criteria for the post.

3. Selection

The candidates who have been pre-selected will be invited for an interview so that the selection panel can evaluate them objectively and impartially on the basis of their qualifications, professional experience and linguistic skills, as listed in the present vacancy notice. The selection panel will recommend a shortlist of candidates for a final decision by the relevant Appointing Authority. The Appointing Authority may decide to interview the candidates on the final shortlist before taking this decision.

It is recalled, that if the interest of the service so requires, the selection procedures can be terminated at any stage and the post be filled by a re-assignment.

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